

FOOD STAMP NUTRITION EDUCATION PROJECTS

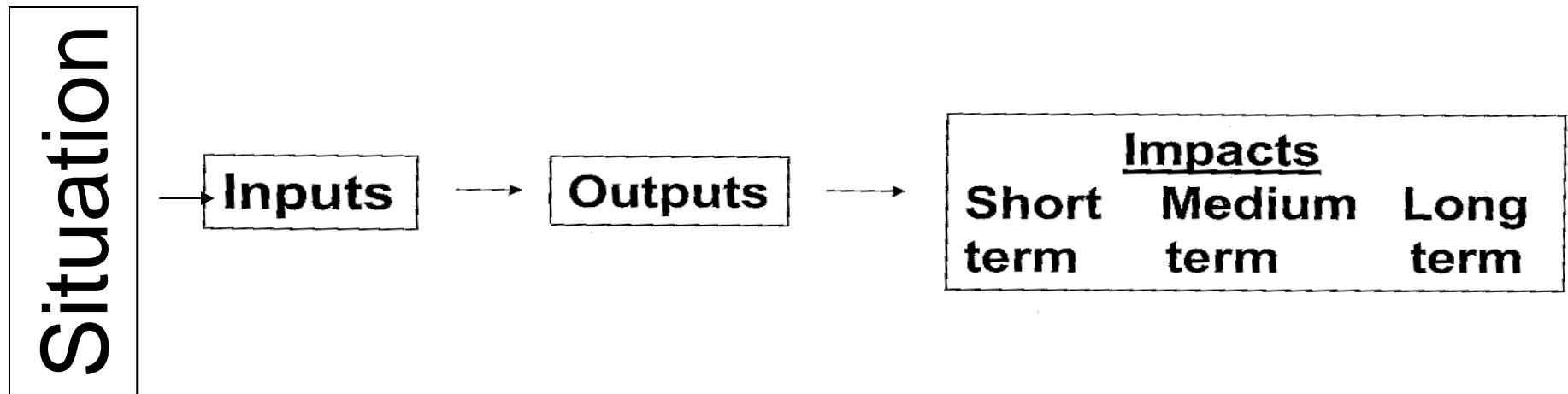
Finding the Proper Balance

Jane Voichick April 2004

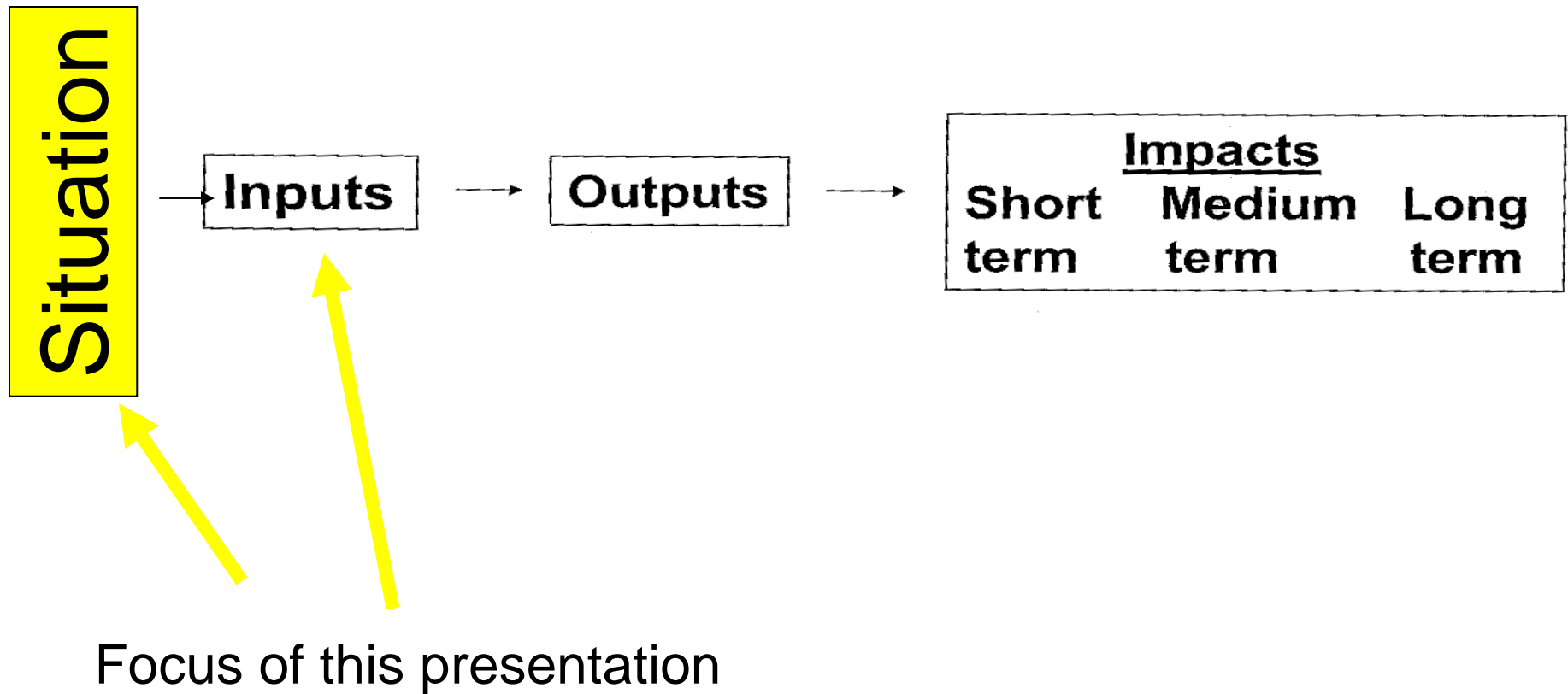
“America needs to get healthier one small step at a time. ..Each small step does make a difference, whether it’s taking the stairs instead of an elevator or snacking on fruits and vegetables. The more small steps we take, the further down the road we will be toward better health for ourselves and our families.’

Tommy Thompson, Secretary DHHS, March 2004

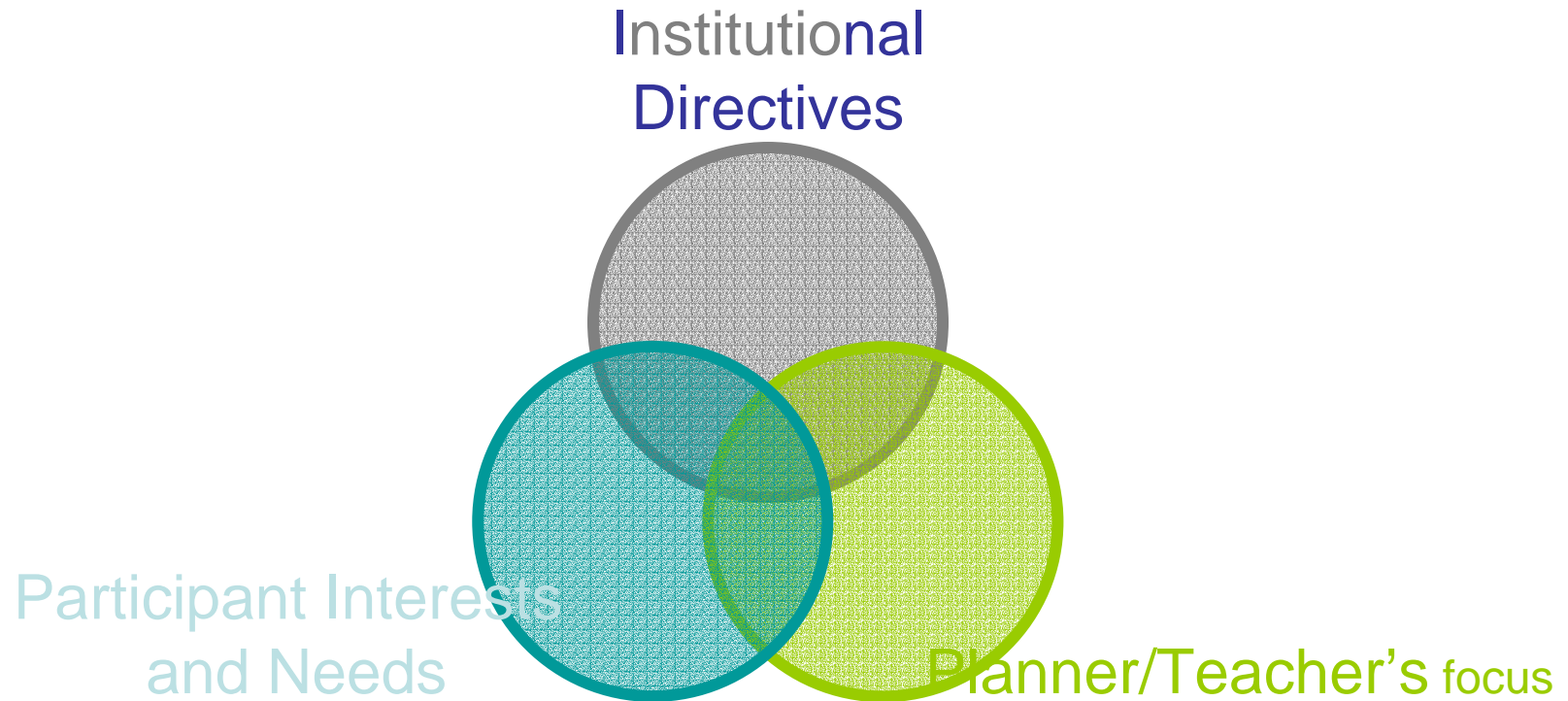
Logic Model



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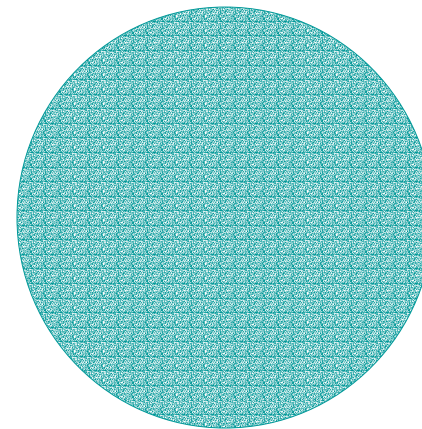
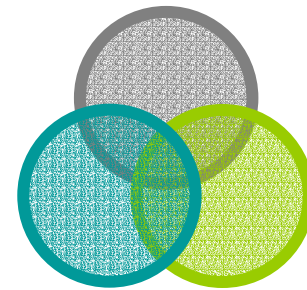


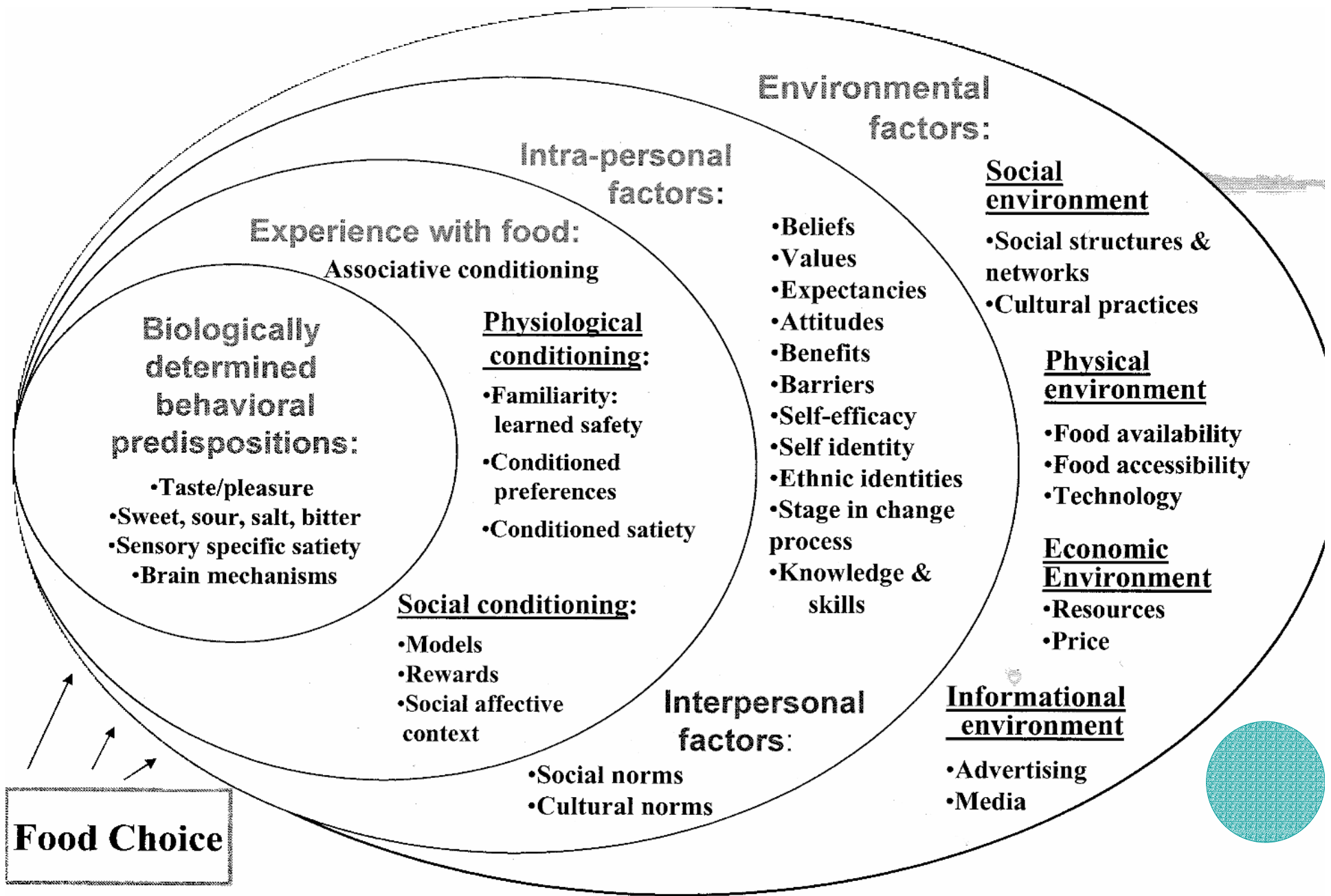
Instructional Design



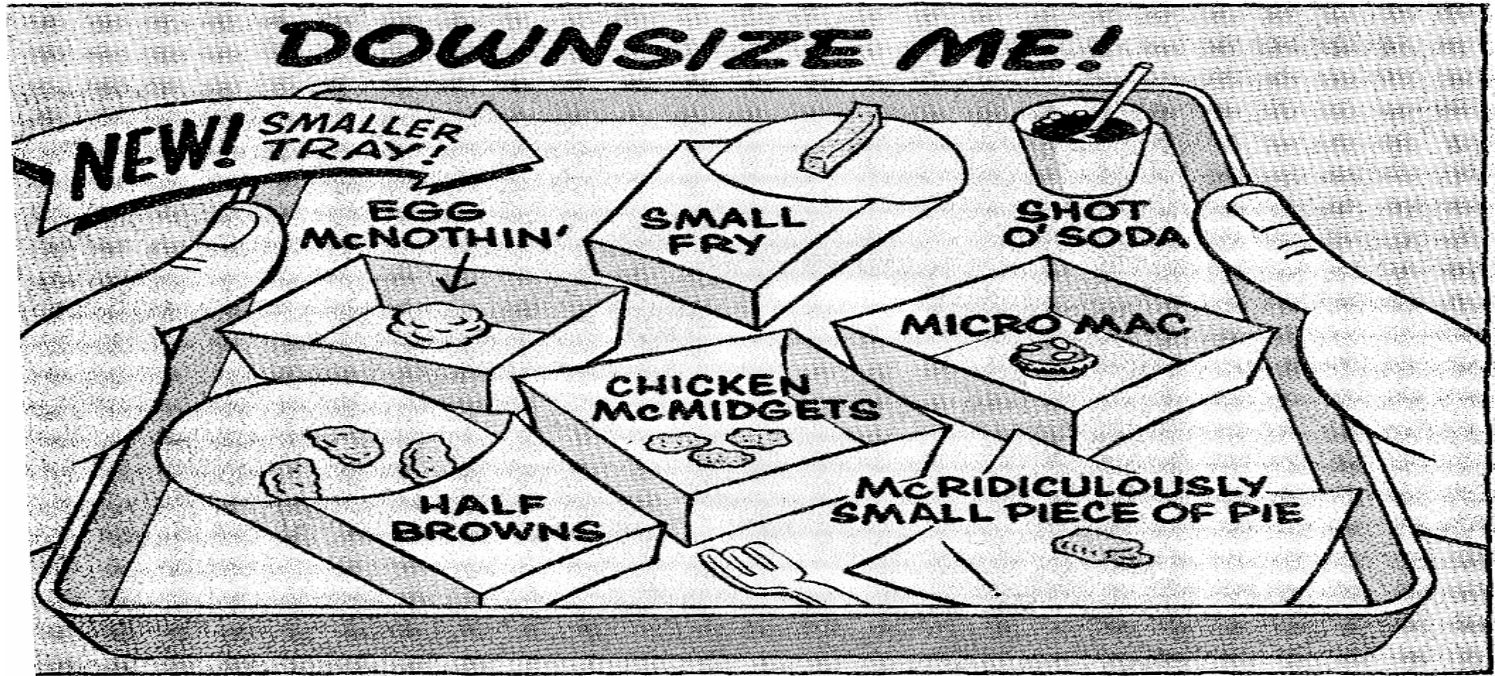
Participant Interests and Needs

- Diverse population
- Low income ... food stamp recipient
- Limited time to participate in classes
- Major concerns with meeting basic needs
- Mobile population
- Limited trust in outsiders
- Hard to reach ie lack of phone





March 6



Supersize, We Knew Thee Too Well

DEALING a crippling blow to the American lifestyle, McDonald's announced last week that it would cut its "supersize" French fries and milk. The downsizing, part of a plan to simplify the menu at the more than 13,000 restaurants in the United States, would slim the 7-ounce fries to 6.2 ounces and bring the 42-ounce down to a full 19 ounces. The move was made just a few days after a national survey of the American body, which found that the median weight for Americans had increased by four pounds since 1990 and that the average American woman

was carrying an extra 25 pounds. The survey also found that the supersize fries and drinks were excessive. The soft drinks, in particular, were so large they should have come with a life guard. But why should the company be responsible for monitoring its customers' calories?

The House of Representatives is scheduled to take up this very question on Tuesday, when it debates the so-called cheeseburger bill, designed to protect companies like McDonald's from lawsuits by overweight customers.

Consumers, especially American ones, were born to consume. Banish supersizing, and where does that leave Texas toast, foot-long hot dogs and Starbucks grande lattes? Wave farewell to the all-you-can-eat buffet. Prepare for sweeping changes at the multiplex, where the size charts for popcorn, candy and sodas make McDonald's look like a spa. The government might want to reassess jumbo eggs, which are, blatantly, eggs that have been supersized.

If consumers need protection from their constitutional right to pursue plus-size happiness then perhaps it is also time to slice a couple of feet off the king-size bed

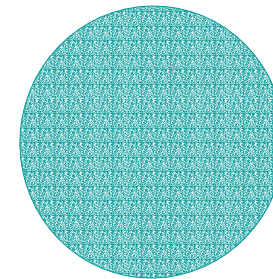
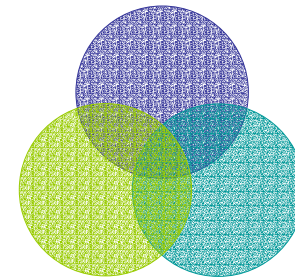
and about 500 pounds from the Cadillac Escalade. (It will leave unmentioned some of the very personal supersizing opportunities it receives in real life.)

The McDonald's decision could be good news or bad news for Morgan Spurlock, whose documentary film "Super Size Me" records his ballooning figure and soaring cholesterol count as he eats an all-McDonald's diet, morning, noon and night for a month. The film is scheduled for release in May, but by that time "super size" may no longer resonate. "Can I supersize that for you?" will be nothing more than a colorful bit of Americana, like "twenty-three skidoo," "oh, you kid" and "you bet your sweet bippy."

Americans will be healthier, perhaps, but make no mistake, something precious has been lost.

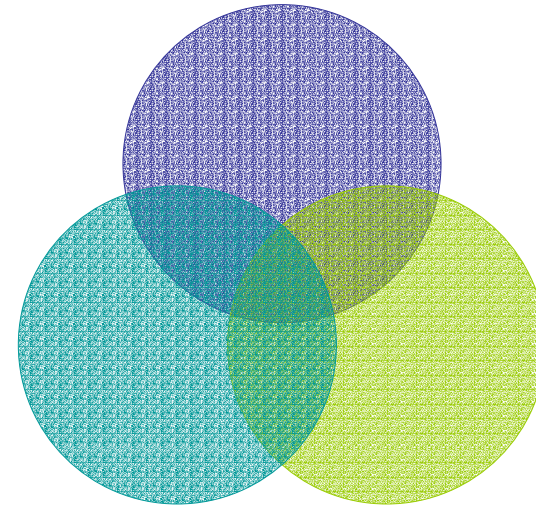
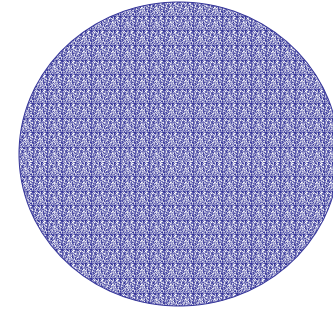
Participant Interests and Needs

- Social norms
- Cultural norms
- Self-efficacy
- Ethnic identity
- Stage of change
- Knowledge and skills



Institutional Constraints

- FSNE Plan Guidance
(Federal Fiscal Year
2004)
- State Agency
- Local Agency
- Partners who
contribute match



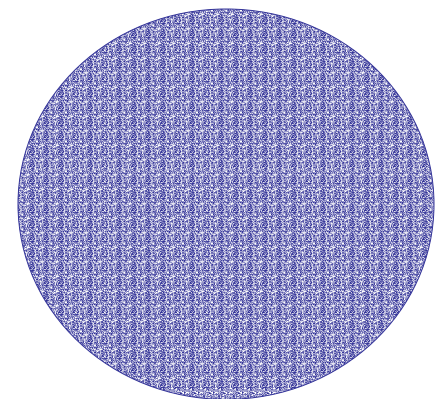


Food Stamp Nutrition Education Plan Guidance

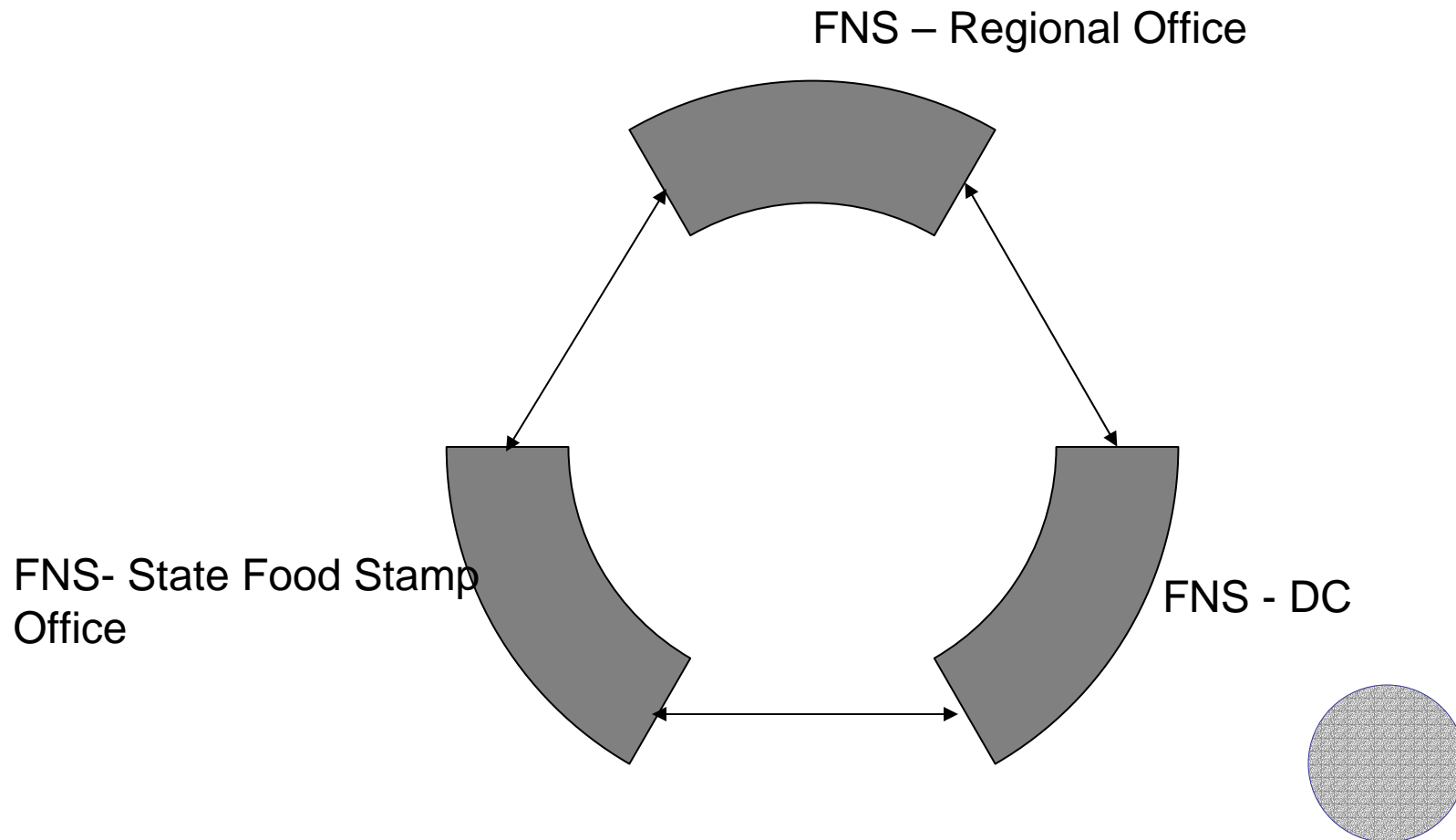
Federal Fiscal Year 2005



United States Department of Agriculture
Food and Nutrition Service
Food Stamp Program
March 2004

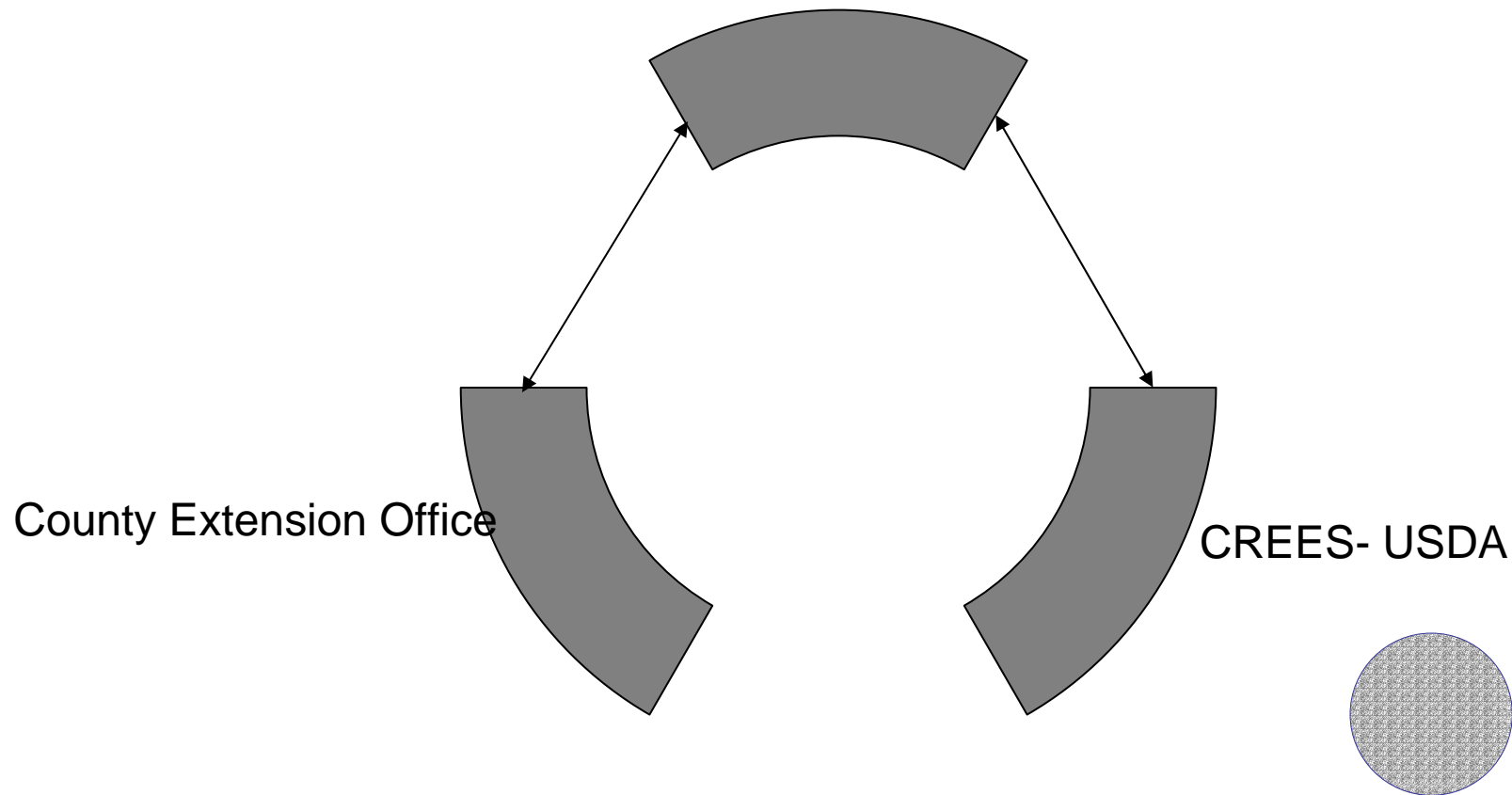


Example of sources of multi-layered Organizational Directives



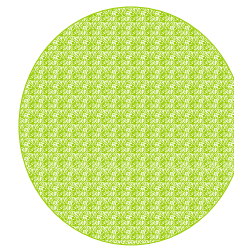
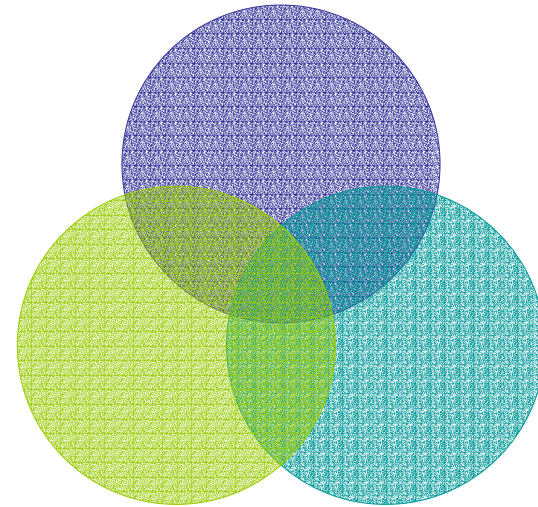
Example of sources of multi-layered Organizational Directives

State Extension Service in Land Grant Univ

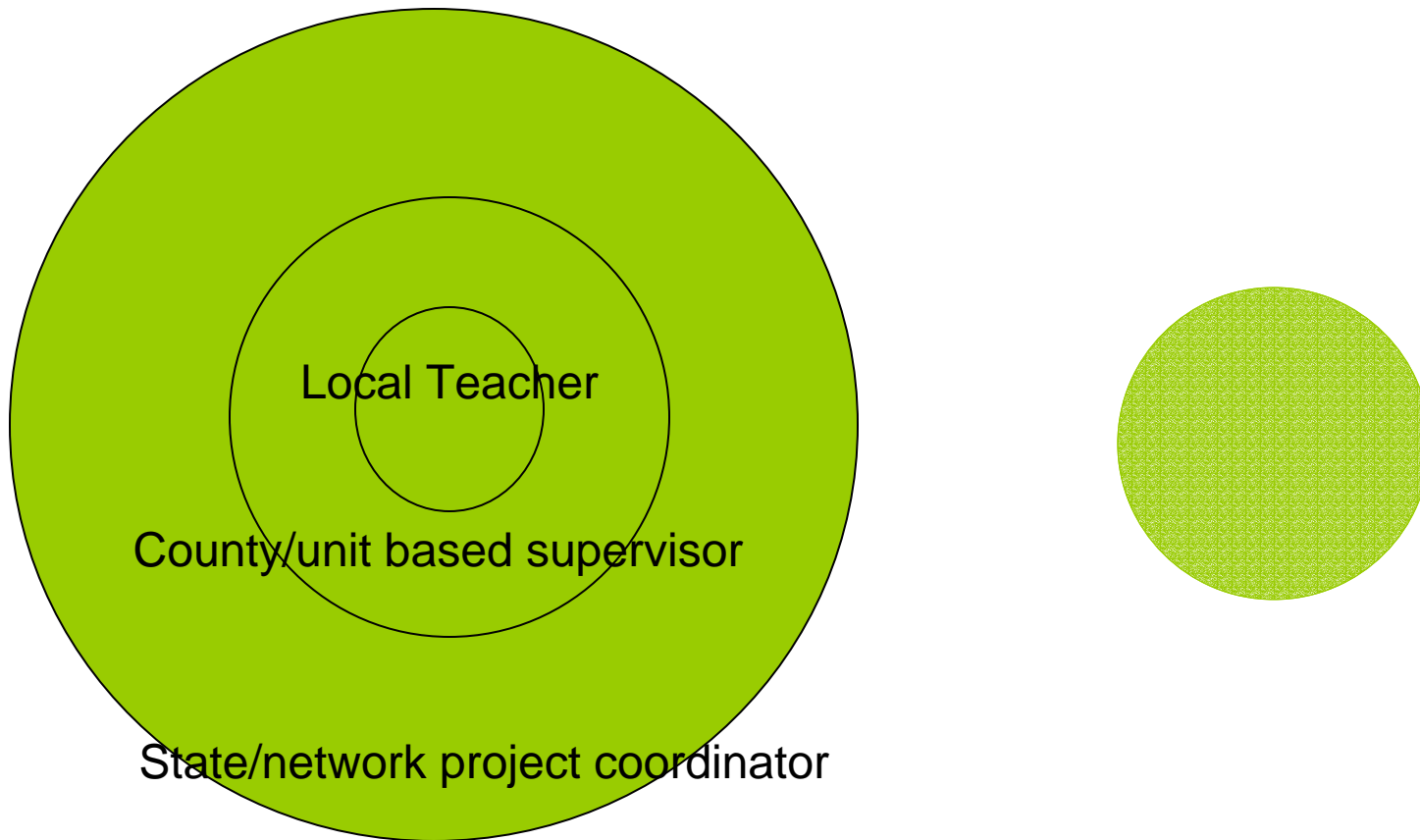


Planner's focus

- Theoretical framework i.e. Stages of Change (Transtheoretical Model), Social Marketing, Social Learning Theory, Health Belief Model
- Staff strengths content expertise, knowledge of clientele,
- Availability of existing materials



Planner/Teacher focus



Instructional Design

